

Mid-West University
Examinations Management Office
Birendranagar, Surkhet
End Semester - Examination, 2081

Subject: RD 472-Rural Marketing

FM: 60

Level/program: Bachelor (B.A)

Semester: VII

Time: 3 Hours

PM: 30

Candidates are required to answer the questions in their own words as far as practicable.

Attempt ALL of the following Very Short Answer Questions.

10x1=10

1. Briefly define rural market.
2. Mention the features of co-operative.
3. Give some examples of formal credit institutions.
4. List out the types of rural market.
5. Write the inputs of agricultural marketing.
6. Point out the elements that influence consumer's buying behavior?
7. What is consumer product?
8. What is meant by packaging?
9. Mention the types of product.
10. Briefly define grading.

Attempt any THREE of the Following Short Questions.

3x8 =24

11. Describe the features of rural market.
12. Rural marketing is a two-way process. Discuss.
13. Who are rural consumers and how do they play effective role in promoting rural market?
14. Describe the agriculture marketing practices in Nepal.

Attempt any TWO of the Following Long Questions.

2x13 =26

15. Examine the importance and problems of rural marketing in the context of rural Nepal.
16. Discuss the role and importance of agricultural marketing.
17. Define rural market segmentation and explain the implementation of rural marketing strategies.
